

Subject: FW: West Coast Urban District Forum: Early Bird Registration Ends Tomorrow

From: Jessica Lall <jessica@southpark.la>

Date: 05/02/2014 12:00 PM

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Hi Everyone -

Couple of quick things - reminder that today is the last day for early bird CDA
conference special - see below.

Second, it appears that the Street Vending report will be presented on May 13 at the
Econ Dev committee - so please save the date. I'll send out more info once I have it!

Thanks,

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From: Lauren Schlau [mailto:laurens@lsconsult.com]

Sent: Thursday, May 01, 2014 3:25 PM

To: Jessica Lall

Cc: Blage Zelalich; Tiffany Bromfield; Debbie Young; 'Michael Ault'

Subject: FW: West Coast Urban District Forum: Early Bird Registration Ends Tomorrow

Hi Jessica: Do you think you can send the message below to your LA BID Consortium e-mail list? We'd REALLY SUPER appreciate it! Thx Lauren
(make sure to delete this part!!) L



California Downtown
Association hosts the West
Coast Urban District Forum:

Charting the Course to Strong Downtowns

delivered in partnership with the
International Downtown
Association

May 18-19, 2014 | San Diego

Book Now & Save! Early Registration Ends TOMORROW.



Join us in the heart of downtown San Diego, CA on May 18-19, 2014 for the West Coast Urban District Forum hosted by the California Downtown Association in partnership with the International Downtown Association. Hear from and engage with practitioners and downtown thought leaders as we share best practices and new ideas, and network with peers in fun social events and engaging local tours.

Plus, after receiving overwhelmingly positive feedback from the World Congress in New York City, we're pleased to announce the return of Master Talk presentations: a set of rapid-fire, provocative, and



topical presentations. Don't miss these presentations as we cover issues including:

Register Today

Early Bird Ends 5/2:
\$195

Regular: \$220

[Click here to register.](#)

The Program

[Click here to view the complete program.](#)

- **Lean Urban Design Pioneers** - Mike Burnett, AIA, FoundationForForm Architecture & Development
- **New Trends in Downtown** - Clean & Safe, Homeless Solutions - Kerry Morrison, Executive Director, Hollywood BID
- **Successful Public Spaces** - Chris Beynon, AICP, Director of Planning & Design Services, MIG Consulting
- **Social Media: What's Out There** - New Media & Branding Tools - Dennis Erokan, President, The Placemaking Group
- **Infill Development, Innovation, and Tactical Urbanism** - Bill Fulton, Planning, Neighborhoods & Economic Development Department, City of San Diego

In addition to the above Master Talks and breakout sessions, be sure to explore important place management topics and trends through **one of the tour options:**

- Downtown Clean & Safe, Homeless Solutions led by the San Diego Downtown Partnership
- Little Italy Tour led by Little Italy District Director
- Barrio Logan Arts Tour led by the Barrio Art Association

Don't miss your chance to share, learn, and discuss proven strategies while charting the course for strong downtowns. See you in San Diego!

[**- Register Now -**](#)

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